

City of Hampton  
Plans Inventory: Plan Review Checklist  
5/10/02

1. Plan Title: Business Plan: High Value Housing
2. Date: February 26, 1999
3. Author (Dept./Organization/Consultant/Individual): Retail Development
4. Adopted or endorsed. (Which & By Whom):
5. Geographic Area Considered: City of Hampton
6. Purpose/Summary Statement: This plan describes the high value housing business initiative which seeks to increase the number of high value housing units and expand the market for high value housing in Hampton.
7. Does the plan have legal status or otherwise satisfy a legal requirement (Yes/No & Identify Requirement):

8. Classify the plan as follows:

☐ Neighborhood/Small Area Plan    ☐ Program Plan  
☐ Economic Development Plan    ☐ Facility/Infrastructure Plan  
☒ NA/Other

9. Does the plan effect one or more of these critical issues:

☐ Healthy Families    ☒ Healthy Neighborhoods  
☐ Healthy Business Climate    ☐ Healthy Region  
☐ Customer Delight    ☐ Healthy Race Relations  
☒ Strong Schools    ☐ NA/Other

10. Does the plan effect one or more of these comprehensive planning issues:

☒ Land Use    ☐ Community Facilities  
☐ Environmental Protection    ☐ Transportation  
☐ Urban Design    ☐ Historic Preservation  
☒ Housing    ☐ NA/Other

11. Does the plan have budget implications (Identify operating and/or capital, cost estimates, year of impact if applicable.)

Kick-off Reception (Consumer)	\$1,500	
Quarterly direct mail campaign to real estate agent sales meetings	\$150	

Cooperative direct mail campaign	\$1,850	
Other marketing materials- newcomers	\$5,600	
Ads in newcomer and military publications or inserts	\$4,850	
Ads/inserts in DC area real estate firm publications	\$4,000	
Research data purchased	\$1,000	
Additional Marketing Division staff hours	\$8,000	
Survey of high income Hampton homeowners for market potential	\$7,500	
Survey real estate agents for marketing potential	\$450	
Business marketing materials	\$2,300	
Kick-off reception (Business)	\$950	
Quarterly business newsletter	\$2,500	
Lunch meetings	\$200	
Participation in Peninsula Home Builders Association Expos	\$4,200	

12. Attach executive summary and/or map of study area if applicable.